

Curriculum Vitae of
GINA MARCELLO, Ph.D.

EDUCATION

- 2008, Ph.D. School of Communication, Information and Library Studies. Rutgers, The State University of New Jersey. Dissertation title: "Media Mindfulness: Developing the Ability and Motivation to Process Advertisements." Robert Kubey, Chair.
- 1995, M.C.I.S. Master of Communication & Information Studies. School of Communication, Information and Library Studies. Rutgers, The State University of New Jersey.
- 1993, B.A. Rutgers College. School of Communication, Information and Library Studies. Rutgers, The State University of New Jersey. Double major: Communication and English.

ACADEMIC APPOINTMENTS

- 2024-present Associate Teaching Professor, Department of Journalism and Media Studies, School of Communication and Information. Rutgers University, New Brunswick, NJ.
- 2021-2024 Associate Professor. Chair, Department of Communication. Saint Elizabeth University, Morristown, NJ.
- 2020-current Part-time Lecturer, School of Communication & Information. Rutgers, The State University of New Jersey.
- 2013-2020 Assistant Professor & Program Chair, Digital Communication. Department of Communication, Graphic Design & Multimedia. Georgian Court University.
- 2009-2013 Assistant Professor. Department of Communication. College of Saint Elizabeth.
- 2005-2009 Assistant Professor. County College of Morris. English Department.
- 2002-2005 Associate Director. Center for Media Studies. New Jersey Media Literacy Project. Rutgers, The State University of New Jersey. (Grant Funded).
- 2000-2002 Adjunct Faculty. Communication, William Patterson University.
- 2001-2004 Adjunct Faculty. Eagleton Institute of Politics, Department of Political Science. Rutgers University.
- 2000-2001 Henry J. Raimondo Legislative Fellowship, Eagleton Institute of Politics. Advisor, Alan Rosenthal. Rutgers, The State University of New Jersey.
- 1998- 1999 Graduate Assistant, Livingston College. Student Activities Programming Board. Rutgers, The State University of New Jersey.
- 1994- 1996 Graduate Research Fellow. Office of Quality & Communication Improvement. Rutgers, The State University of New Jersey.

SCHOLARLY ACTIVITY

REFEREED PUBLICATIONS

Paris, B., Marcello, G. and Reynolds, R. (2022), *Cultivating Ecological Literacy: A Critical Framework for Understanding and Addressing Mis- and Disinformation*. Proceedings of the Association for Information Science and Technology, 59: 479-485. <https://doi.org/10.1002/pra2.656> (short paper award)

Paris, B., Marcello, G., and Reynolds, R. (February 2022). *Disinformation detox: teaching and learning about mis- and disinformation using socio-technical systems research perspectives*. Information and Learning Sciences 123(1/2), 80-110. <https://doi.org/10.1108/ILS-09-2021-0083>

Aidman, A., Beall, M., Bozik, M. Coakley, P. Cooper, P., Daniel, A. Hefferin, Heinman, J., Morreale, S., Perry, C., Marcello-Serafin, G. (2003). *Creating Competent Communicators: Activities for teaching speaking, listening, and media literacy in the k-12 classroom*. Arizona: Holcomb Hathaway Publishers.

Marcello-Serafin, G. (2001). *Talking your way to the top with style*. Health Promotion Practice, Vol. 2, No. 4, 284-289. <https://doi.org/10.1177/152483990100200403>

BOOK CHAPTERS

Marcello, G. (manuscript in preparation). The Moral Complexities of Female Leadership in Arrival. In T. Everbach, G. Nisbett & N. Paul (Eds.). *Women's Leadership in Popular Culture*. Lexington Books.

Marcello, G. (2024). We're All Equal Here: Women and The Mandalorian. In J. Thompson (Ed), *Psychgeist of Pop Culture: The Mandalorian*. Carnegie Mellon University: ETC Press. <https://doi.org/10.57862/eh33-yg19>

Serafin, G. (2006). Media Mindfulness. In D. Macedo, & S. Steinberg (Eds.), *Handbook of Critical Media Literacy*. New York: Peter Lang Publishing.

Doctoral Dissertation (Unpublished)

Marcello, G. (2008). Media Mindfulness: Developing the motivation and ability to process advertisements. Unpublished doctoral dissertation, Rutgers, The State University of New Jersey. <https://doi.org/doi:10.7282/T3Q52PZX>

CREATIVE WORKS

Documentary film. *La Bella Vita: The Beautiful Life of Northern Italy*. HIIDA. Hollywood International Independent Documentary Awards. Screening March, 2019.

Documentary film. *La Bella Vita: The Beautiful Life of Northern Italy*. Travel Film Festival. Cypress, Greece. Official Selection. International festival screening. October 19, 2018.

Documentary film. April 28, 2018. *The Squeezebox Rocks: a short documentary about the accordion in American popular culture*. Official Selection. Asbury Park Music & Film Festival. International Festival screening.

Exhibit. November 21-December 10, 2018. *The Evolution of Digital Storytelling: the people, places, and spaces of Emilia-Romagna, Italy in 360 degrees*. M. Christina Geis Gallery, Georgian Court

University, Lakewood NJ.

Exhibit. August 2017. *Emilia-Romagna in 360 degrees* (Augmented Reality Exhibit). Spring Lake Community House, Spring Lake, NJ

Television Co-Host & Co- Producer, November 2006-March 2007. *Fact Chicks: Empowering women in the political process*. Non-partisan program sponsored by The Morris County Women's Republican Club. Shows aired on Cablevision Public Access, Morris County, New Jersey.

Director / Producer / Writer. *Turning the Media Inside Out* (1996). The Wilson School, Mountain Lakes, New Jersey.

Educational Film. Production Assistant (1995). *A Higher Education*. Office of Quality and Communication Improvement, Rutgers University.

NON-REFEREED PUBLICATIONS

Marcello, Gina. "Discussion Questions and Assignments." The Superconnected Blog, Mary Chayko, 17 Dec. 2020, superconnectedblog.com/discussion-questions/.

Serafin, G. (2006). *Media Matters!* [Curriculum Materials]. Newark, NJ: New Jersey Seeds.

Serafin-Marcello, G. (2003). *Customer Service Skills for the 21st Century*. [Distance learning multimedia curriculum] in coordination with Jewish Vocational Services, Metro-West (grant funded, U.S. Immigration and Naturalization Services) to fulfill the National Retail Federation customer service readiness standards. East Orange, N.J.

Serafin, G. (2003). *The Importance of Media Literacy Curriculum Assessment in Substance Abuse Prevention: An overview*. In R. Hobbs (2003). *The Media Straight Up!* CD-ROM and Curriculum. Harrisburg, PA: Drug-Free Pennsylvania.

Serafin, G. (2022). *Democracy In Action: Facilitators Guide*. [Curriculum materials]. Trenton, NJ: New Jersey Office of Public Information and Office of Legislative Services.

Kubey, R. & Marcello-Serafin, G. (2001). *Evaluation of assignment media literacy: a report to the discovery channel*. Report. http://www.msde.state.md.us/assignment_media_lit/docs/Rutgers%20Evaluation.doc.

REFEREED CONFERENCE PRESENTATIONS

Marcello, G. (2019, November). *Explore Bedonia Italy: An applied study abroad experience for communication majors*. National Communication Association Convention, Baltimore.

Marcello, G. (2018, November). *The State of State Associations*. Annual Conference of the Eastern Communication Association, Pittsburgh, PA.

Marcello, G. (2016). *Sorry, Not Sorry: The role of trolls in Justin Bieber social media fandom*. New Jersey Social Media Summit. William Patterson University, Wayne.

Marcello, G. (2015, November). *Haters Gonna Hate: A Case Study of Beliebers and cyberbullying on the virtual playground*. National Communication Association. Cyberbullying, Hate Crimes, Privacy and Sex

Crimes Panel. National Communication Association, Las Vegas.

Marcello, G. (2014). *Experiential Exercises for 4 Levels of Communication: Exceptional Service Vacation*. Western States Communication Association Conference. Anaheim, California.

Marcello, G. (2011, November). *Media Mindfulness: An ontological phenomenological approach to media consumption and production*. National Communication Association, New Orleans.

Serafin, G. (2007). *Media Literacy: Developing the motivation to process advertisements*. The National Media Education Conference, Research Summit, St. Louis, MO.

Serafin, G. (2006). Motherhood Series II: *Connecting the Scholar and Mother in Me: Balancing the demands of an academic career with motherhood*, Women Studies Division. National Communication Association, San Antonio, TX.

Serafin, G. (2005). *Critical Thinking and Media Literacy: A conceptual framework for assessing outcomes*. The National Media Education Conference, San Francisco, CA.

Marcello-Serafin, G. (2001). *Creating Competent Communicators: Curriculum and NCA resources for K-12*. National Communication Association, Atlanta.

Marcello-Serafin, G. (2001). *Media Literacy Evaluation Research: Current studies and future directions*. International Communication Association, Washington, D.C.

Marcello-Serafin, G. (2001). *Assignment Media Literacy: Statewide media literacy curriculum for elementary and middle school*. The National Media Education Conference, Austin, TX.

ORGANIZED ACADEMIC PANELS AND WORKSHOPS

Marcello, G. (2023, April). *Sports Media Careers Panel*. (Chair). Saint Elizabeth University Honors Program, Morristown, NJ.

Marcello, G. (2019, April). *Live from Radio Row: A historical look at the commercialization of football fandom*. New Jersey Communication Association, Montclair.

Marcello, G. (2018, April). *Branding Insights from Insiders: Publicity, celebrity, and defining your brand on social media*. New Jersey Communication Association, Brookdale Community College, Lincroft, NJ.

Marcello, G. (2018, April). *Documenting Fandom: Participatory culture, transmedia storytelling, and popular culture*. New Jersey Communication Association, Brookdale Community College, Lincroft, NJ.

Marcello, G., Dukes, A., Echols, M. & Mann, R. (2017, April). *The Death of Local Radio in a Digital World*. New Jersey Communication Association, Georgian Court University, Lakewood, NJ.

Marcello, G. (2017, April). *Fake News: A paradigmatic shift from the ethics of objectivity*. New Jersey Communication Association, Georgian Court University, Lakewood, NJ.

Marcello, G. (2015, March). *Adventures in Experiential Learning: Mickey mouse, magic bands, and imagineers*. New Jersey Communication Association, Saint Peter's University, Jersey City, NJ.

- Pallant, D. & Marcello, G. (2015, March). *America's Promise: Free community college*. New Jersey Communication Association, Saint Peter's University, Jersey City, NJ.
- Marcello, G. (2015, March). (Chair) *Inspiring the Next Generation: How experiential learning can transform the communication classroom*. New Jersey Communication Association, Saint Peter's University, Jersey City, NJ.
- Marcello, G. (2014, April). *Starting a New Communication Program and Issues of Transfer*. New Jersey Communication Association. Kean University, Union, NJ.
- Marcello, G. (2010, April). *Lambda Pi Eta: Opportunities for students*. Panel Chair. New Jersey Communication Association. College of Saint Elizabeth, NJ.
- Marcello, G. (2009, April). *Communication, Community Colleges, and Transfer*. Panel Chair. New Jersey Communication Association. Kean University, NJ.
- Marcello, G. (2009, April). *The Truth About the Hybrid Speech Class*. New Jersey Communication Association. Kean University, NJ.
- Serafin, G. (2008, April). *Rate My Professor: Telling the world whether your prof is hot or not*. New Jersey Communication Association. Marymount Manhattan College, NY.
- Serafin, G. (2006). *Advertising, Media Literacy and the Elaboration Likelihood Model of Persuasion: Developing the motivation to process advertisements*. New Jersey Communication Association, Montclair State University.
- Serafin, G. (2005). *Media literacy: Approaches, opportunities and challenges with media education*. New Jersey Communication Association, Trenton.

Invited Presentations & Webinars (Select)

- Webinar: FINRA (Financial Industry Regulatory Authority). *Emotional Intelligence for Midlevel Leaders*. October 12, 2022. March 30, 2022. May 3, 2022. August 9, 2022.
- Webinar: U.S. Army, TACOM. *Communicating Effectively*. July 13, 2023.
- Webinar: U.S. Army, AMCOM. *Dealing with Difficult People*. September 9, 2022.
- Webinar: Yusen Logistics. *Presentation Skills*. June 16, 2022.
- Webinar: Jewish Vocational Services – MetroWest. *Virtual Presentation Skills*. June 10, 2022.
- Marcello, G. (2018, October). *Welcome to the Digital Neighborhood*. Invited speaker. TedX Asbury Park, round 2 auditions, Asbury Park, NJ.

Keynote - Marcello, G. (2017, July). *The Power of Digital Storytelling: Communicating cross-culturally*. Love Taro & Ceno Tourism Consortium, Parma, Italy.

Keynote -Marcello, G. (2013, September). *Presentation Skills: Building Confidence, Relationships, and Spectacular Presentations*. Seiko of America National Sales Convention. Las Vegas, Nevada.

Serafin, G. (2005). *Media Literacy and Drug Prevention Workshop for K-12 Teachers*. Sponsored by Drug-free Pennsylvania. Montgomery County Immediate Unit, King of Prussia, PA.

Serafin, G. (2004). *Media Literacy and Health Prevention Efforts*. Presented at Commonwealth of Pennsylvania Conference of Health Practitioners. Pennsylvania State University.

Marcello, G. & Blesnick, D. (2003). *Democracy in Action: The spirit of compromise*. Presented at Literacy Unites Us: a professional development conference for adult educators. Elizabeth, New Jersey.

Faculty Presentations and Guest Lectures

Invited Speaker: *Apex Predators and the Spread of Conspiracy: When facts don't matter*. Fairleigh Dickinson University. Florham Park, NJ, April 19, 2023.

Invited Speaker: *Science Reporting: Fact, Fiction or Kim Kardashian*. TeenTech, American Association of University Women of New Jersey, Georgian Court University, Lakewood, NJ, June 2018.

Invited Speaker: *Welcome to the Digital Neighborhood*. Digital Detox Week. Office of Student Life, Georgian Court University, NJ, January 2018.

Invited Speaker: *There's an App for That*. Teaching & Technology Forum, Georgian Court University, Lakewood, NJ, April 2017.

Invited Speaker: *Gender representation in music videos*. Residence Life Staff, Livingston College, Rutgers University, November, 2000.

Grants / Awards

2023-current E.O.F. Talks. Special Projects Funding. Office of the Secretary of Education, grant in the amount of \$39,200.

2018-2017 Faculty Research Grant. Georgian Court University. *First-time, Long-Time* documentary film. Concept development and preproduction interviews of on-air talent and WFAN fans during Super Bowl media week, award in the amount of \$4,000.

2017 Commissioned work. Love Taro & Ceno Consortium. Produce digital shorts promoting the Taro & Ceno Valley in the Emilia-Romagna province of Northern Italy in the amount of \$2,000.

2017 Faculty Development Grant. The Evolution of Digital Storytelling: the people, places, and spaces of Emilia-Romagna, Italy in 360 degrees, award in the amount of \$1,000.

2016 Faculty Excellence Award. W.I.L.D. Women in Leadership Development, Office of Student Life. Georgian Court University, Lakewood, NJ

2015 Faculty Research Grant. Georgian Court University. Study of cyberbullying in Justin Bieber fandom, in the amount of \$4,000.

University Teaching

Rutgers, The State University of New Jersey

04:189:210 Disinformation Detox in Communication, Media, and Information Studies: Fall, 2023.

17:194:507 Digital Media Production: Fall 2020; Spring 2021, Fall 2022 (graduate)

04:189:251 Strategic Presentations in Digital Media: Spring 2021

Saint Elizabeth University

COMM225/BUS225 Marketing Communication: Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023

COMM100 Introduction to Communication: Spring 2022, Fall 2022

COMM270 Visual Storytelling: Spring 2022, Spring 2023

COMM243 Cross-Cultural Communication: Fall 2022, Spring 2023, Fall 2023

COMM411 Communication Capstone: Fall 2021, Fall 2022

Georgian Court University

CM110 Communication Revolutions: Fall 2014; Fall 2015; Fall 2016 (podcasting, photoshop, WordPress)

CM217 Digital Media Production: Spring 2017; Spring 2018, Fall 2019 (videography and video editing)

CM225 Transmedia Storytelling: Fall 2014; Spring 2015; Spring 2018 (video editing)

CM310 Self & Society in Virtual Contexts: Fall 2015; Spring 2016; Fall 2018 (video editing, WordPress)

CM403 Digital Journalism: Fall 2014; Spring 2018 (videography and video editing, WordPress)

CM465 Digital Communication Professional Practices: Spring 2014; 2015; 2016; 2017; 2018 (videography, podcasting, web development, video editing, photography)

CM113 Digital & Visual Literacy: Spring 2015; Fall 2016; Fall 2017 (photography, photoshop)

CM212/EN213 News Writing and Reporting: Fall 2013 (web development, video editing)

CM215 News Editing: Fall 2013 (web development/bloggging)

CM242 Broadcast Journalism: Fall 2013 (video editing/podcasting)

CM302 Mass Media & Social Issues: Fall 2013

CM305 Media Law & Ethics: Spring 2014

CM401 Communication Theory & Research: Spring 2014

CM100 Fundamentals of Communication: Spring 2014

CM299 Practicum: Spring 2014: Spring 2015

CM308 Special Events & Event Planning (Disney Leadership Trip): Spring 2015

CM350 Independent Study: mentor student research projects

CM405 Internship: Spring 2014-Fall 2019 (Oversight of all internships for Digital Communication)

College of Saint Elizabeth

COM219 Mass Media: Fall 2012

COM225/BUS225 Marketing Communication: Fall 2011, Fall 2012, Fall 2019; Spring 2020

COMM224 Presentation Skills: Fall 2012, Spring 2012

SUMMCOM101 Power of Effective Communication (Summer Sampler/On-line): 2012

COMM351 Principles of Persuasion: Spring 2012, Spring 2010, Spring 2013 (online)

BUS627 Promotional Strategies: Spring 2012, Spring 2011

COMM411 Senior Seminar: Fall 2011

COMM350 Message Design: Spring 2011

COMM201 Dynamics of Communication: Fall 2010

COMM 362 Public Relations Writing: Fall 2010, 2009

COMM361 Introduction to Public Relations: Fall 2010, Fall 2011

CSE110 Communication & The Art of Happiness - Integrated Literacy I: Spring 2013

COMM321 Organizational Communication: Fall 2010, 2009, 2008, WNT (on-line) 2012

COMM243 Cross-Cultural Communication: Spring 2012
COMM390 Communication Practicum: Spring 2013
COMM395 Professional Apprenticeship: Fall 2011, Spring 2013

County College of Morris

ENG109 Speech Fundamentals: multiple sections - Fall/Spring 2006, 2007, 2008, 2009
COMM103 Introduction to Public Relations: Fall 2008, Spring 2009
COMM101 Introduction to Communication: Fall 2007, Spring 2008
COMM115 Introduction to Mass Communication: Fall 2008, Spring 2009

Rutgers, The State University of New Jersey

COM102 Introduction to Media Systems & Processes: Fall 2005
POL301 Political Campaigning: Fall 2004, Fall 2003, Fall 2002
COM310 Communication and Popular Culture: Summer 2000
RU364 Diversity In the Workplace: Spring 2000
LIV100 Building Community Through Understanding (Livingston College): Fall2009 (2 sections)

William Patterson University

COMM360 Interpersonal Communication: Fall 2000
COMM260 Oral Interpretation: Fall 2001
COMM266 Communication In Action: Spring 2001
COMM244 Communication Research Methods: Spring 2001, Fall 2000
COMM110 Fundamentals of Speaking & Listening: Spring 2001, Fall 2000

Professional Service

International Communication Association (ICA), Member, 2000-2005, 2021-current.
Reviewer, Mass Communication Division, 2023.
Disinformation Preconference, selected participant, 2022.
New Jersey Communication Association. Member, 1998-2018. President (2017-2018 and 2010-2011)
Vice-President (2016-2017 and 2009-2010)
International Documentary Association, Member (2015-2019).
International Travel Film Festival, Greece, Film Reviewer (2020).
National Communication Association, Member 1998-2019. Paper Reviewer. Public Relations
Division. (2010) Paper Reviewer. Health Communication Division. (2009).
New Jersey Library Association, Member (2009-2011). Appointed to the Board of Trustees for Kinnelon
Library (2010-2011.)
Alliance for a Media Literate America (AMLA), Committee Chair, Higher Education Caucus, June
2001-2003. Member 1997-2008.

University Service (Select)

Saint Elizabeth University

- General Education Committee (2022-current).
- General Education Sub-Committee: developed university learning outcomes, 2022-current).
- Faculty Assembly Executive Council, member, (2023-current).
- Faculty Affairs, committee member, current (2023-current).
- Center for Teaching & Learning, committee member (2023-current).
- Department Chair, Communication (2021-current).
- Developed new Sports Media & Broadcasting Specialization (2021-2022).

- Reorganization and update of Communication Major, 2022.

Georgian Court University

- Co-Author, Master of Science in Communication & Digital Marketing (2017-2019) approved by New Jersey President's Council, September 2019.
- Program Director, Digital Communication. Recruitment of majors, student advising, internships, hiring of part-time faculty, curriculum revisions and updates, learning outcomes, and assessments (2014-2019).
- Author. Digital Communication major. Developed nine new courses, program sequencing, development specializations, learning outcomes and assessments (Fall 2013-Spring 2014)
- Study Abroad Faculty, Office of Global Education– 3 weeks (July 2015). Travel with nine students to Rome, Verona, and Bedonia. Students worked with Bedonia (Parma region) Office of Tourism to develop promotional digital content for the community.
- Study Away Faculty travel to Walt Disney World during spring break with students (Spring 2015)
- Member, Institutional Review Board (2016, 2017, 2018)
- Member, Black Board Implementation Task Force (2013-2015)
- Faculty Advisor, Lambda Pi Eta (2013-Present)
- Faculty Advisor, The Court Report, Online Student Paper (2013-2017)

College of Saint Elizabeth

- Faculty Advisor, Lambda Pi Eta, National Communication Association (2010, 2011, 2012, 2013).
- Member, Lectures & Concerts Committee (2012-2013)
- Member, Academic Review Committee (2012-2013)
- Curriculum. Assisted with developing and creating the Communication Program's 4-credit curriculum conversion (2009-2011).
- Curriculum. Collaboratively developed CCM @ CSE curriculum. Active in public relations efforts, including on-campus recruiting (2011, 2012).
- Faculty advisor, CSE Communication major student volunteer effort (15 students) at the Open Video conference, New York City, Fall 2010.

County College of Morris

- Advisor, Phi Theta Kappa, National Honor Society, 2008-2009.
- Member, College Council (2007-2009). County College of Morris.
- Co-Editor (2006, 2007, 2008), Journal of New Jersey Poets, County College of Morris.
- Event Co-Chair (November 2006), Political Impact of the 2006 Election panel discussion. Keynote Speaker, Ingrid Reed, Eagleton Institute of Politics.

OTHER RESEARCH, SCHOLARSHIP ACTIVITY & AWARDS

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| 2017 | Consortium Scholarship. Yale University, THREAD. Storytelling in Modern Media. \$750 |
| 2015 | Textbook Reviewer, <i>Storytelling and Technology: History & Evolution</i> . Focal Press. Taylor & Francis Group. |
| 2011 | Textbook reviewer. <i>Organizational Communication: A Critical Approach</i> . Dr. Dennis Mumby. |
| 2010 | Content analysis. Gubernatorial Tweets 2009 election. Dr. DeAngelis. |
| 2003 | Research Assistant. Discovery Channel: Assignment Media Literacy Curriculum Outcomes. Data collection and analysis in Maryland public schools. Dr. Robert Kubey. |
| 2000 | Nonverbal communication content analysis for Dr. Mark Frank. Detecting non-verbal leakage cues in facial expressions. |
| 1994-1998 | Communications Assistant. New Jersey State Senate, Trenton, New Jersey. |

Research Interests

Media Literacy. Disinformation. Information processing. Mindfulness. Curriculum development. Digital storytelling. Fandom and Participatory Culture.

Digital Skills

Adobe Premiere. Final Cut Pro. Adobe Audition. WordPress. Wix. MS Office.